



DEPARTMENT OF THE NAVY
OFFICE OF INFORMATION
1200 NAVY PENTAGON
WASHINGTON DC 20350-1200

IN REPLY REFER TO

CHINFOINST 5305.1
OI-8
12 APR 08

CHINFO INSTRUCTION 5305.1

From: Chief of Information
To: Distribution

Subj: NORMA B. CONNELLY PUBLIC AFFAIRS SERVICE AWARD PROGRAM

Encl: (1) Format for nominations for the Norma B. Connelly
Public Affairs Service Award

1. Purpose. To establish the policy and procedures for the Norma B. Connelly Public Affairs Service Award Program.

2. Background. Norma B. Connelly served as the secretary to the Chief of Information from September 1978 to July 2000. After eight years working for the Marine Corps, Norma found her home at CHINFO. In her 22 years of service to CHINFO, Norma provided unwavering service to seven Chiefs of Information and advised and provided valued counsel to virtually every member of the Flag Staff, including 15 Deputies, 24 Executive Assistants, 25 Flag Aides and 12 Flag Writers. Her sustained superior service to the Navy was head and shoulders above and beyond others with commensurate responsibilities and it resonated with every single Public Affairs professional who crossed her path. Norma's more than thirty years of government service was distinguished again and again by a total dedication to duty and it was this dedication combined with her impeccable character that set the standard for the entire Navy Public Affairs community. It is in this spirit that CHINFO, with cooperation and sponsorship of the United States Navy Public Affairs Alumni Association (USNPAAA), have established the Norma B. Connelly Public Affairs Service Award.

3. Scope. These special recognition awards will be bestowed to individuals who exemplify Norma B. Connelly's personal qualities of service, selfless devotion and dedication to the people and mission of the Navy Public Affairs community. There is no periodicity for an award.

4. Selection Criteria. To qualify, the nominee shall have contributed in sustained, high impact service to the Navy Public Affairs community. The award will generally be given for longstanding service, but there may be some personnel who have

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an extraordinary impact even in a single event or tour of duty that has a positive and long-lasting impact on the Navy's Public Affairs mission or community, or perhaps a civilian in the private sector whose efforts have made a positive impact on the Navy at the national level. The single most important factor that determines an individual's selection is the impact that individual's efforts had on the Navy and the Navy's Public Affairs team and/or mission. The individual may be a civil servant other than a Public Affairs professional who, through sustained, superior and long-lasting public service, has contributed to the Navy's Public Affairs community and its mission. The individual can also be a military service member in any rating other than Mass Communication Specialist (MC) or designator other than 165X/647X who has contributed in an exemplary manner to the Navy Public Affairs team and its mission. Military Public Affairs professionals may receive the award if they have contributed extensively to the Public Affairs community through non-Public Affairs work such as manpower, administration, training, resources or in collateral duties. Finally, the individual may be a civilian in the private community whose personal efforts have made a significant and positive impact for the Navy. Specific examples of nominees follow:

a. An administrative civil servant who, during a 25-year federal career working for CHINFO, made significant and sustained contributions to the CHINFO organization which had a lasting and positive impact on the Navy's Public Affairs mission.

b. A YN1 who, during his/her tour at PACEN, developed a new media query tracking database that was adopted by the entire PA enterprise and resulted in a streamlined, cohesive and comprehensive communication process shared by all PA personnel in the community and reduced duplicative processes by 50%.

c. An MCC who revised and made great improvements to the entirety of MC training from A School to senior enlisted courses.

d. A member of the Dallas Chamber of Commerce who was personally involved in every aspect of scheduling and organizing the first five Navy Weeks in Dallas which led to a much greater Navy awareness in northern Texas.

5. Nominations. Any Navy Public Affairs professional may recommend an individual for the award. Entry guidelines are outlined in enclosure (1). The nomination must be endorsed via the PA chain of command and provided to the Chief of Information for final approval. The Assistant Chief of Information for Requirements, Policy & Professional Development (OI-8) will receive and evaluate nominations, and make recommendations to the CHINFO. Entries will be judged on a case-by-case basis. The CHINFO will make the final decision. Recipients will be announced via a Team PA email message.

6. Award. The USNPAAA co-sponsors the recognition of each recipient of the award. In addition, the recipient's name will be added to the Norma B. Connelly Public Affairs Service Award Plaque located in the CHINFO front office in the Pentagon.


7. Responsibilities.

a. CHINFO OI-8 will serve as program director. The program director will be responsible for ensuring judging methodologies are established, guidelines are followed, and deadlines are met.

b. The Assistant Chief of Information for Administration and Resource Management (OI-1) will provide the necessary administrative support.

8. Action. Addressees should distribute the information contained in this instruction, as appropriate.

9. Reports. The reporting requirement contained in this instruction is exempt from reports control by SECNAVINST 5214.2B.



FRANK THORP IV
Chief of Information

Distribution:

Electronically only, via Navy Directives Website
<http://heds.daps.dla.mil/>

NOMINATION FORMAT

NORMA B. CONNELLY NAVY PUBLIC AFFAIRS SERVICE AWARD

NOMINEE:

POSITION TITLE:

SERVICE AND GRADE OR RANK:

ORGANIZATION:

ORGANIZATION SUBDIVISION:

PROPOSED CITATION:

A concise synopsis of achievement and the resultant tangible and intangible benefits to the Navy's Public Affairs mission or community during the past calendar year.

DETAILS OF THE SPECIFIC ACHIEVEMENT/CONTRIBUTION:

Describe in two separate paragraphs the contribution, innovation, or suggestion made by the individual; and where and how used, and how it will further benefit the Navy's Public Affairs mission or community; in terms of tangible or intangible benefit.

Enclosure (1)